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STYLE PORTFOLIO OF HOME DECORATION

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STYLE PORTFOLIO HOME DECORATION

STYLE PORTFOLIO OF HOME DECORATION



for

This is the portfolio we send to all answers to our magazine advertising, fall and spring. This, we feel confident, will be the most successful of the several good portfolios we have gotten out in the past few seasons, showing the decorative possibilities of paints and varnishes, intelligently used. At the time these features are mailed out, we also send the inquirer the name and address of the nearest S-W agent or dealer and to the agent we send the name of the inquirer.

from **THE SHERWIN-WILLIAMS CO**
DECORATIVE DEPARTMENT
604 CANAL ROAD CLEVELAND, O.

A Few Reasons Why Sherwin-Williams Paint is the Best Paint to Use

Made of Pure Raw Materials

Every ingredient going into SWP is carefully tested in our own chemical laboratories to see that it comes up to our high standard of purity. Even the raw materials manufactured in our own plants are not excepted from this test. In order to insure purity, we manufacture the more important raw materials in our own factories. Our zinc comes from our own mines and smelters at Magdalena and Coffeyville, Kans., our lead from our corodng plant at Chicago, our linseed oil from our oil works in Cleveland, our dry colors from our dry color plant in Chicago, our driers from our varnish works at Chicago, Cleveland and Newark. Through this control of the raw materials, we are able to manufacture each in the particular way that will allow us to get the best results in combining all of them in SWP.

Exact Scientific Formula

Since 1873, when the first factory of this Company was started, constant attention has been given to the improvement and testing of formulas, and thousands of practical and chemical tests have been carried on since that time, so that our present formula is the result of forty years' expert research and experimental work. While SWP is better than it ever was, we are still actively engaged in experimental work on a more extensive scale than ever. Our constant aim is to improve SWP if possible.

Mixed and Ground by Special Machinery

The various ingredients entering into SWP are thoroughly mixed and thoroughly ground in special water cooled mills, the grinding stones of which are of the finest grade of French stone. This special machinery has been constructed in our own machine shops and is the development of years of experience in making paints and colors of every description. The various pigments are ground to an almost impalpable fineness and thoroughly combined with the pure linseed oil. This insures greatest covering capacity and a smooth, closely knit paint film, which protects the wood and lasts for the longest possible time. This process of manufacture is one of the important things that make the use of SWP economical, as it will cover from 360 to 400 square feet, two coats to the gallon under average conditions, while white lead and oil will only cover from 250 to 280 square feet under the same conditions.

Full U. S. Standard Measure

Every can of SWP is put up full U. S. standard measure. It is carefully tested by weight also, so that there can be no mistake, and each package is hermetically sealed. The consumer is sure that every drop of paint he uses which comes under the Sherwin-Williams label is made of absolutely pure materials and that he is getting full standard measure. He is taking no chances, as is the case when he attempts to use hand mixed lead and oil.

Best House Paint Made

There is more SWP used in this country and in foreign countries than any other paint manufactured. This is because it has steadily gained in popularity on account of the satisfaction it gives the user; once used, it makes a permanent customer. Sherwin-Williams Paint is more widely advertised than any other house paint and so it is easier for the dealer to sell. Each year it will be more aggressively advertised, and so as time goes on it will become better and better known.

How Sold

SWP is put up in sealed, full U. S. standard measure packages, in quarts, half-gallons, gallons, five-gallons and fifty-gallon barrels. It comes in Outside Gloss White, China Gloss White, Flat White, Inside Varnish White and fifty-one colors and black. We also put up a special SWP Primer (Gray and Yellow), a scientific undercoating and the best foundation on which to apply good paint.



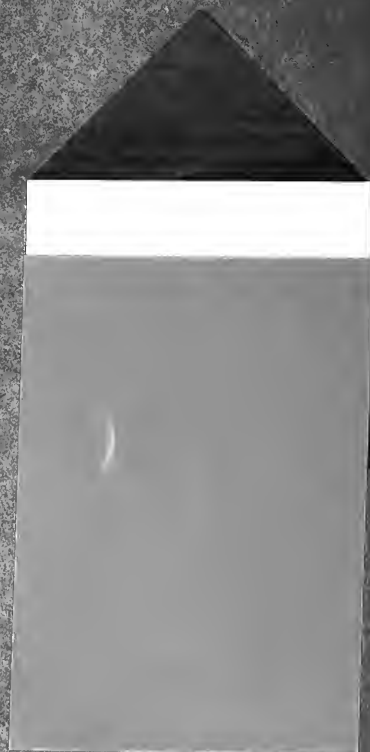
Colonial House—Exterior No. 5

The color treatment for the exterior of a house of this type should not depart from the style established in the excellent examples which have come down to us from Colonial times. The body of such a house should be painted in the true Colonial Yellow, with columns and trim of White, and it should be remembered that Colonial Yellow is a cream deepened to a yellow without any greenish cast. SWP 375 is just such a yellow. Being a prepared paint, it is of a uniform color and consistency, and by its use the uncertainty of hand-mixed colors is entirely eliminated.

The more modified types of Colonial offer a wider choice of color—Silver Gray, White, Brown, Green and Yellow body are frequently used.

**How to Obtain the Effects Shown on this Plate with
Sherwin-Williams Paint**

- Body* - - - SWP 375
- Trimming* - - - SWP Gloss White
- Sash* - - - SWP Gloss White
- Shutters* - - - SWP 498
- Roof* - - - S-W Preservative, Shingle Stain, B-41
- Porch Floor* - - - S-W Porch and Deck Paint, No. 48
- Porch Ceiling* - - - S-W Kopal Varnish
- Ex. Doors* - - - S-W Handcraft Stain, Mahogany





The Suburban Cottage

The small cottage which is not entirely surrounded by foliage, is often very attractively decorated by using a soft green body color, such as SWP 358, shown on this illustration. Greens, if they are not too raw or glaring in tone, are very satisfactory for exterior decoration. They should have a slight grayish cast and be of a medium strength of tone. Such colors do not fade or become easily soiled. SWP is made in many attractive greens, suitable for every style of house.

How to Obtain the Effects Shown on this Plate with
Sherwin-Williams Paint

<i>Body</i>	-	SWP 358
<i>Trimming</i>	-	SWP Gloss White
<i>Sash</i>	-	SWP Gloss White
<i>Shutters</i>	-	SWP 461
<i>Roof</i>	-	S-W Preservative Shingle Stain, B-42
<i>Porch Floor</i>	-	S-W Porch and Deck Paint, No. 48
<i>Porch Ceiling</i>	-	S-W Kopal Varnish
<i>Ex. Doors</i>	-	S-W Old Dutch Enamel White, Exterior

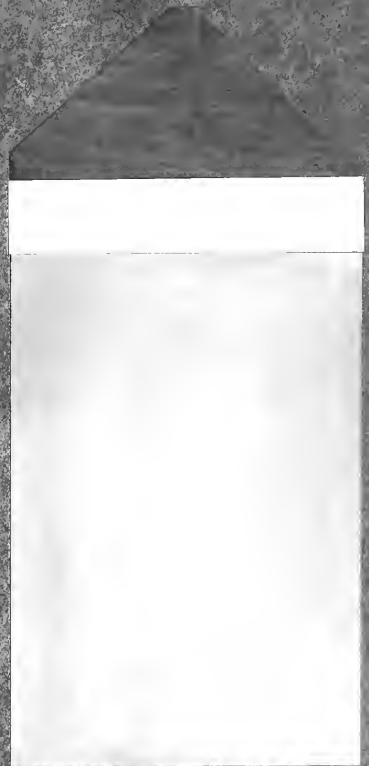




Plate XXIII.

Exterior House, No. 8

- Body* - - SWP 393
- Trimming* - SWP 457
- Sash* - - SWP 462
- Roof* - - S-W Preservative Shingle
Stain, B-44
- Porch Floor* - S-W Porch and Deck Paint,
50
- Porch Ceiling* SWP 462
- Ex. Doors* - SW-Handcraft Stain, Brown
Oak

Exterior House, No. 9

- Body* - - SWP 354
- Trimming* - SWP 371
- Sash* - - SWP Black
- Roof* - - S-W Preservative Shingle
Stain, C-81
- Porch Floor* - S-W Porch and Deck Paint,
48
- Porch Ceiling* SWP 354
- Ex. Doors* - S-W Handcraft Stain,
Weathered Oak

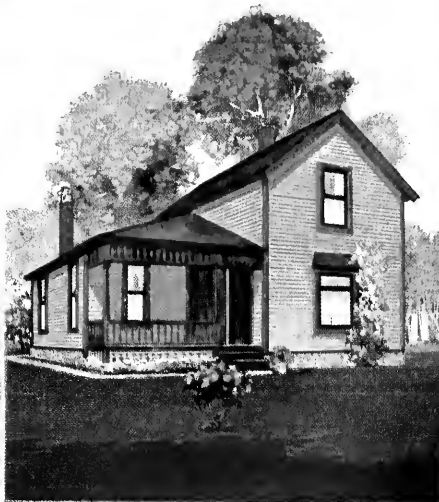


Plate XXIV.

Exterior House, No. 10

<i>Body</i>	-	SWP 353
<i>Trimming</i>	-	SWP Gloss White
<i>Sash</i>	-	SWP 382
<i>Gable</i>	-	S-W Preservative Shingle Stain, B-42
<i>Roof</i>	-	S-W Preservative Shingle Stain, B-44
<i>Porch Floor</i>	-	S-W Porch and Deck Paint, No. 48
<i>Porch Ceiling</i>	-	SWP 462
<i>Ex. Doors</i>	-	S-W Handcraft Stain, Brown Oak

Exterior House, No. 11

<i>Body</i>	-	SWP 470
<i>Trimming</i>	-	SWP 393
<i>Sash</i>	-	SWP 382
<i>Roof</i>	-	S-W Creosote Paint, Red Oxide
<i>Porch Floor</i>	-	S-W Porch and Deck Paint, No. 50
<i>Porch Ceiling</i>	-	S-W Kopal Varnish
<i>Ex. Doors</i>	-	S-W Handcraft Stain, Fumed Oak

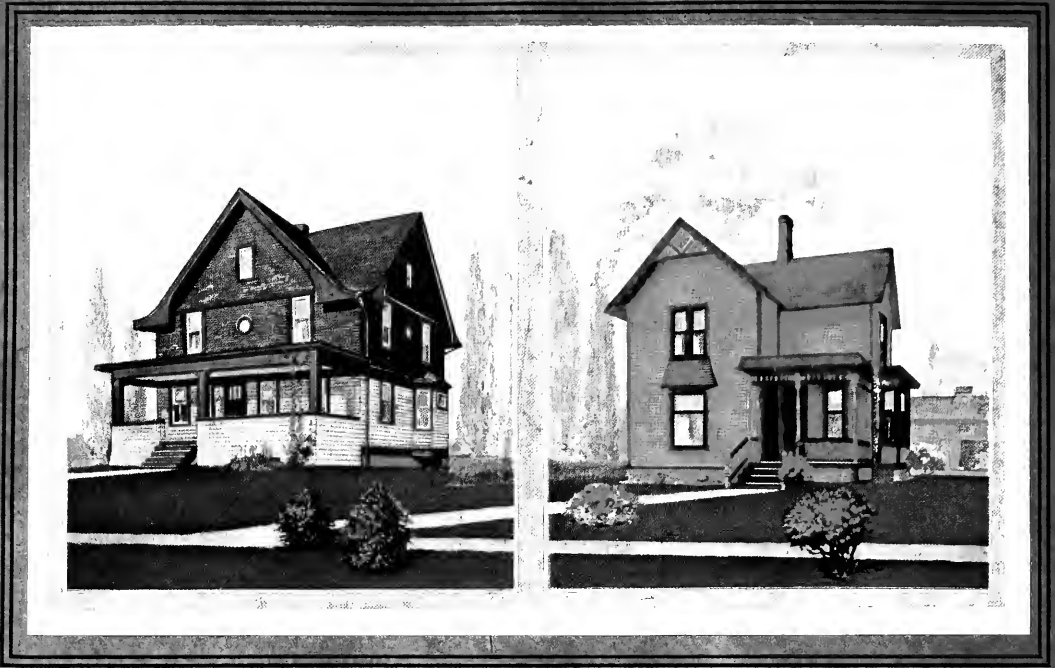


Plate XXV.

Exterior House, No. 12

- Upper Body* - S-W Preservative Shingle Stain, C-71
- Lower Body* - SWP 457
- Trimming* - SWP 393
- Sash* - SWP 457
- Roof* - S-W Preservative Shingle Stain, C-71
- Porch Floor* - S-W Porch and Deck Paint, No. 48
- Porch Ceiling* - SWP 457
- Ex. Doors* - S-W Handcraft Stain, Weathered Oak

Exterior House, No. 13

- Body* - SWP 456
- Trimming* - SWP 382
- Sash* - SWP Black
- Roof* - S-W Preservative Shingle Stain, B-43
- Porch Floor* - S-W Porch and Deck Paint, No. 48
- Porch Ceiling* - S-W Kopal Varnish
- Ex. Doors* - SWP 382



Paint Protection for the City Home

There are many houses of this type which, on account of their location in comparatively smoky parts of the small or large city, cannot be satisfactorily painted in light colors. It is such conditions which make the many medium shades of SWP very useful. In addition to the Medium Dark Green, SWP 371, shown on this house, there are many attractive Grays, Browns and Buffs which are equally as appropriate and durable under most severe exposure. SWP is made to withstand the most severe action of smoke and fumes.

How to Obtain the Effects Shown on this Plate with
Sherwin-Williams Paint

- Body* - SWP 371
- Trimming* - SWP 360
- Sash* - SWP 498
- Roof* - S-W Preservative Shingle Stain, C-72
- Porch Floor* - S-W Porch and Deck Paint, No. 48
- Porch Ceiling* - S-W Kopal Varnish
- Ex. Doors* - S-W Handcraft Stain, Cathedral Oak



Finish Your Floors With a Paint That Lasts

OUR reason for specifying S-W Inside Floor Paint as a surface over which to apply stencil borders is due to the fact that by its use you can be sure to have a finish on your floors *that will last*. This paint is especially made for inside floors, is ready for use and can be easily applied. It combines durability with quick drying qualities. For this reason it is especially suitable for any room in the house where the floors are of soft wood. It comes in ten good shades, which are especially pleasing and which produce soft color effects that blend harmoniously with the furnishings, hangings and color schemes of the room in which it is used. It also has the great advantage of withstanding scrubbing and cleaning without any fear of damage to the surface. It dries hard over night, but for best results should be allowed to stand 48 hours before it is walked on. On account of its splendid durability it will outlast the average varnish stain finish on the market today.

By means of the stencil borders described on the inside of this folder just as attractive results can be secured as can be obtained by the use of a varnish stain finish.

Sherwin-Williams Floor Finishes

THIS line contains a finish for any style and any floor, old or new. You can select the finish in the line which you think is suitable for the work you want to do, and by writing us can secure a folder giving instructions how to secure the best results from that particular finish that it is possible to get. The Floor Finish line includes the following:

S-W Inside Floor Paint—for inside floors, painted surface.

S-W Porch and Deck Paint—for porch floors, painted surface.

S-W Mar-not—for varnished floors, natural finish.

S-W Floorlac—for inside floors, stained finish.

S-W Crack and Seam Filler—for filling cracks and seams in floors.

S-W Floor Wax—for producing a waxed finish on floors.

S-W Dancing Floor Wax (powdered)—for ballroom floors.



SOME SUGGESTIONS FOR FLOOR DECORATION

Attractive
Wall
Decorations

SHERWIN-WILLIAMS
Flat-Tone
 READY FOR USE



How to Obtain the Better House on This Plan.
 Copyright by Sherwin-Williams Co., 1917. All Rights Reserved. No part of this publication may be reproduced without permission in writing from the publisher.

A durable oil paint for the artistic decoration of interior walls, ceilings and woodwork. Produces a flat, velvety finish. Absolutely sanitary. Can be cleaned with soap and water.

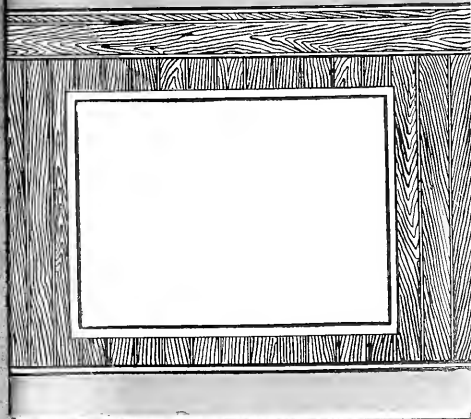


SHERWIN-WILLIAMS

Flat-Tone

READY FOR USE

FOR THE ARTISTIC DECORATION
 OF INTERIOR WALLS, CEILINGS
 AND WOODWORK IN DURABLE
 FLAT EFFECTS.



Finish Your Floors With a Paint That Lasts

OUR reason for specifying S-W Inside Floor Paint as a surface over which to apply stencil borders is due to the fact that by its use you can be sure to have a finish on your floors *that will last*. This paint is especially made for inside floors, is ready for use and can be easily applied. It combines durability with quick drying qualities. For this reason it is especially suitable for any room in the house where the floors are of soft wood. It comes in ten good shades, which are especially pleasing and which produce soft color effects that blend harmoniously with the furnishings, hangings and color schemes of the room in which it is used. It also has the great advantage of withstanding scrubbing and cleaning without any fear of damage to the surface. It dries hard over night, but for best results should be allowed to stand 48 hours before it is walked on. On account of its splendid durability it will outlast the average varnish stain finish on the market today.

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Sherwin-Williams Floor Finishes

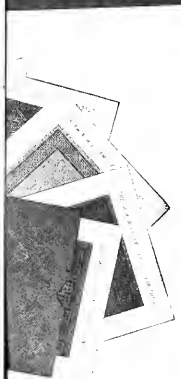
THIS line contains a finish for any style and any floor, old or new. You can select the finish in the line which you think is suitable for the work you want to do, and by writing us can secure a folder giving instructions how to secure the best results from that particular finish that it is possible to get. The Floor Finish line includes the following:

- S-W Inside Floor Paint**—for inside floors, painted surface.
- S-W Porch and Deck Paint**—for porch floors, painted surface.
- S-W Mar-not**—for varnished floors, natural finish.
- S-W Floorlac**—for inside floors, stained finish.
- S-W Crack and Seam Filler**—for filling cracks and seams in floors.
- S-W Floor Wax**—for producing a waxed finish on floors.
- S-W Dancing Floor Wax (powdered)**—for ballroom floors.

PSI K10 5.



SOME SUGGESTIONS FOR FLOOR DECORATION



An Easy and Attractive Way to Finish Your Floors

THE floor problem is one which causes a great deal of trouble and bother to the average house owner. Where the floors are of hard wood and the house is new, a clear varnish finish is the natural selection. Frequently, however, the floor is of soft wood, or is not a new one, and the question of the best way to finish it is brought home very forcibly on account of the fact that it has become scratched or marred. This leaves the house owner with a choice of two finishes, one a stained and varnished finish, the other a painted surface. The former, preferred by many, means considerable amount of labor, because of the number of coats which have to be applied and the necessary manipulation of the graining tool or brush to secure the proper grained effect. Unless a person is an expert, the results obtained from a finish of this kind are often unsatisfactory.

On the other hand, a painted finish is easy to apply and can be selected so as to harmonize absolutely with the color scheme of the walls, ceilings and furnishings of the room. By the use of a stencil border applied over this painted surface, the floor can be finished not only attractively and made to resemble very closely a parquet finish, but also to resemble very closely a painted finish. The outline given in the following specifications and in the color schemes shown on the next three pages affords the house owner an easy method of finishing his floors with very little trouble and with most pleasing results.



Specifications for obtaining effects shown on the following pages:

Design No. 1

Wash the floor clean and dry it as thoroughly dry as possible. Floor Paint Color No. 457 brushed out into a thin coat. Wait 24 hours. After the second coat is thoroughly dry take a 1/2 inch brush and lay it on the floor at the distance 1/2 inch from the wall. Then apply the design with S.W. Color Kyan Quaker graining from a roller rather than coat. A stencil brush may be used for this work. Use a long and portable size. At the portion covered by the stencil which is not moved along the floor, always keeping of the same distance from the wall. The stencil brush should be allowed 48 hours to dry before it is withdrawn. Stencil border is applied according to the instructions with best results but for the very best results we recommend a finishing coat of S.W. Mar-



not durable floor varnish. If the wear on the stencil border is especially severe at any one point the design can very easily be renewed by simply applying the stencil color again through the stencil. Although Raw Umber is specified in these three designs, any other Stencil Color can be substituted if desired.



Design No. 2

Follow the same instructions as given in Design No. 1 using S.W. Floor Paint Color No. 556, 1 in the same way. Stencil No. 290 (see 20) for the border and Stencil Color Kyan Quaker for tinting of the stencil.



Design No. 3

Follow the same instructions as given in Design No. 1 using S.W. Floor Paint Color No. 457 for the surface, Stencil No. 290 (see 20) for the border and Stencil Color Kyan Quaker for tinting of the stencil.

Attractive
Wall
Decorations

SHERWIN-WILLIAMS
Flat Tone
READY FOR USE



A durable and practical for the artistic decoration of interior walls, ceilings and woodwork. Finishes in flat, satin, semi-gloss and glossy. Can be cleaned with soap and water.

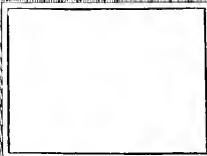


SHERWIN-WILLIAMS

Flat Tone

READY FOR USE

FOR THE ARTISTIC DECORATION
OF INTERIOR WALLS, CEILINGS
AND WOODWORK IN DURABLE
FLAT EFFECTS.



ATTRACTIVE WALL DECORATIONS

THE walls and ceilings of your home form a most important part of the decoration. They dominate the entire color scheme and make the background for your furniture, draperies, etc., therefore, the greatest possible care should be exercised in deciding upon the kind and quality of materials and the character of the decoration. While the first thought is as to the style of decoration, there is another important point for consideration and that is sanitation. A wall surface that can be cleaned readily with soap and water and which has no wall covering that is germ and dust collecting is demanded. Wallpaper and fabric wall coverings are used because of their decorative value only and many of the designs available tend to produce an over decorative effect. Kalsomine and water paints are fairly sanitary when first applied, but cannot be cleaned with soap and water and lack durability.

Until the last year or two it has been almost impossible to get a sanitary finish combined with the necessary decorative qualities. Paint always has been a perfect sanitary finish for walls and ceilings, but the usual paint gloss was objectionable and in order to produce a wall finish thoroughly satisfactory in every particular it has been necessary for the paint manufacturer to add the decorative qualities to his material. Sherwin-Williams Flat-tone is the result. It has many points in its favor. In the first place it can be applied over every kind of wall—whether rough or smooth plaster, canvas, burlap, muslin, plaster board or metal; it gives an absolutely sanitary finish which can be cleaned with soap and water; it is durable, will last for years, all paste and paper pulp full of germs are eliminated

and this decorative finish actually becomes a part of the wall itself.

In Flat-tone you can get the soft, velvety, flat effects without any of the objectionable gloss in former wall paints. At the same time, with this richness and depth of tone it offers a surface which can be stenciled and decorated giving an individuality to your home. Flat-tone is an economical finish in the long run because it does not require refinishing for a considerable period of time. Finger marks or other spots can easily be washed off. Then again, when you do come to the time of refinishing the wall is in excellent condition, it is only necessary to apply another coat of the same material in the same color—or in any other color desired.

The color suggestions shown on this folder represent the style of the decorative effects which are possible by means of this wall finish. There are twenty-four beautiful shades making practically an unlimited number of combinations possible. Furthermore, our Decorative Department will be pleased to offer special suggestions upon receipt of either blueprints, photographic or rough pencil plans showing the room or rooms you wish to finish together with such information as will help them in selecting color combination which will meet exactly with your requirements.

Flat-tone is put up in quart, half-gallon and gallon cans, liquid form, ready for use. Get a color card from the Sherwin-Williams agent in your city.

Stenciling is a very satisfactory method of decorating walls and fabrics. The designs shown in this folder are only a few of the attractive stencils which have been prepared by our Decorative Department. You can obtain any of these stencils through the Sherwin-Williams agent. By writing to our Decorative Department you can get a very attractive little stencil book which tells all about this interesting method of decoration.

Complete Specifications for Color Plates shown on this folder

No. 1

Ceiling—S-W Flat-tone Pearl Gray
Wall—S-W Flat-tone Pearl Gray
Stencil—No. 212 Size 2 inches high, price 20c
Woodwork and Handicraft—S-W Enamel White
Floor—Natural S-W Mar-Net Varnish

No. 2

Ceiling—S-W Flat-tone White
Wall—S-W Flat-tone Sh3 Pink
Stencil—No. 118 Size 4½ inches high, price 30c
Woodwork—S-W Enamel White
Floor—Natural S-W Mar-Net Varnish

No. 3

Ceiling—S-W Flat-tone Old Gold
Wall—S-W Flat-tone Cocoa or Brown
Stencil—No. 187 Size 4 inches high, price 30c
Woodwork—Oak, S-W Handicraft Stain Walnut
Floor—S-W Golden Oak Filler and S-W Mar-Net Varnish

No. 4

Ceiling—S-W Flat-tone Cream
Upper Wall—S-W Flat-tone Light Stone
Lower Wall—S-W Flat-tone Old Gold
Stencil—No. 115 Size 3½ inches high, price 20c
Woodwork—Oak, S-W Handicraft Stain Walnut
Floor—S-W Antique Filler and S-W Mar-Net Varnish

No. 5

Ceiling—S-W Flat-tone Light Gray
Wall—S-W Flat-tone Bright Sage
Stencil—No. 3 Size 7½ inches high, price 25c
Woodwork—Pine, S-W Handicraft Stain Walnut
Floor—Natural S-W Mar-Net Varnish

No. 6

Ceiling—S-W Flat-tone Cream
Wall—S-W Flat-tone Old Gold
Stencil—No. 6 Size 3½ inches high, price 25c
Woodwork—S-W Enamel White
Floor—S-W Inside Floor Paint and Varnish

No. 7

Ceiling—S-W Flat-tone Buff
Wall—S-W Flat-tone Light Green
Stencil—No. 119 Size 3½ inches high, price 30c
Woodwork—Oak, S-W Handicraft Stain Walnut
Floor—S-W Golden Oak Filler and S-W Mar-Net Varnish

No. 8

Ceiling—S-W Flat-tone Ivory
Wall—S-W Flat-tone Light Gray
Stencil—No. 94 Size 3 inches high, price 20c
Woodwork—Birch, S-W Handicraft Stain Mahogany
Floor—Natural S-W Mar-Net Varnish



1

2

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4



SHERWIN-WILLIAMS

Flat-Tone

There is an increasing demand for rich and durable flat effects in the artistic decoration of interior walls and woodwork. There are many cheap kaolin finishes on the market which aim at this result and are satisfactory for some of the cheaper classes of finish, but which are in no way suitable for high class work. S-W Flat-tone is made to meet the particular requirements of the higher class, gentled effects in finishing. It is the only satisfactory finish which combines:

- Soft, velvety, flat effects;*
- Richness and depth of tone;*
- A satisfactory surface for refinishing at any time;*
- Thorough bonding, which ensures freedom from chalking or washing off;*
- Durability, which permits of repeated washing and cleaning without injury;*
- Ease of application; does not streak when applied with a wide wall or kaolin brush;*
- Adaptability for use as a ground-work under enamels and glaze colors—the highest type of decoration;*
- Economy in first cost, due to large covering capacity secured through extreme fineness in grinding; uniformity in shade, which saves the time required in matching and mixing materials on the job, etc.*

The extensive use of Flat-tone verifies the above statements.

Put up in quart, half-gallon and gallon cans, excepting Fresco Green, Pompeian Red, Rich Maroon and Delft Blue, which are put up in quarts only.

LIQUID FLAT-TONE—Ready for Use		LIQUID FLAT-TONE—Ready for Use	
Ivory	Cream	Lichen Gray	Shell Pink
Silver Gray	Buff	Bright Sage	Pearl Gray
Old Gold	Tan	French Gray	Pale Azure
Aurora Yellow	Pale Olive	Forest Green	Delft Blue
Buff Stone	Terra Cotta	Maple Green	Cocoonat Brown
Golden Brown	Fresco Green	Pompeian Red	Rich Maroon

Also WHITE

All these colors can be supplied in paste form when desired—Directions furnished on request.

DIRECTIONS:

S-W Liquid Flat-tone

Stir the paint thoroughly from the bottom of the can to a uniform consistency. If found too thick for ordinary use, thin slightly with spirits of turpentine.

S-W Liquid Flat-tone should be applied with a wide wall brush and flowed on freely with a sweeping stroke similar to the method used in applying kalsomine.

Owing to the varying conditions of the surfaces over which Flat-tone may be applied, it is not possible to give definite instructions for use which will be found applicable in every case. Hence the following directions are only intended to suggest in a general way the best method for use.

NEW WORK—Plaster or cement walls should first be primed with a mixture composed of S-W Flat-tone Mixing Size and Liquid Flat-tone equal parts. Over this two coats of the lighter shades or one coat of the darker colors will usually give very good results. Allow at least twenty-four hours for drying and hardening between coats.

On new woodwork we would recommend for the priming coat adding a pint of raw linseed oil and a pint of turpentine to each gallon of Liquid Flat-tone. Usually two coats of the lighter colors over a suitable priming coat will be found to give very satisfactory results, while oftentimes one coat of the darker colors will suffice. Allow from thirty-six to forty-eight hours for drying and hardening between coats.

OLD WORK—On walls or woodwork that have been previously painted, first remove all loose paint and see that the surface is firm, smooth and free from high gloss. Two coats of Liquid Flat-tone, as it comes from the can, will be found to give very satisfactory results.

Covering Capacity—One gallon of S-W Liquid Flat-tone will cover approximately 25 to 300 square feet, two coats, depending upon the condition of the surface over which the goods are applied. When used over smooth plastered walls one gallon will cover between 350 to 400 square feet, two coats.

Flat-tone System

The problem of wall treatment is one which demands very careful consideration in interior decoration. The walls should harmonize with the woodwork, furniture and draperies. They should not be too prominent, harsh or glossy, but should rather form a pleasing background, holding the entire room in complete harmony.

In S-W Flat-tone System we have provided the decorator with a finish possessing unusual possibilities. By the use of S-W Flat-tone, Flat-tone Glaze Colors and Flat-tone Glazing Liquid, an infinite variety of beautifully blended and mottled effects can be obtained for the most artistic interior wall decoration. The effects secured with Flat-tone System are deep and rich, and owing to the variety of colors which can be secured by the use of this line of finishes, it is always possible to have the wall in perfect harmony with the rest of the color scheme, varying from a simple transparent effect to a two or three-color mottled treatment.

The Flat-tone Glaze colors used in the Flat-tone System are of a highly transparent nature through which the undercoatings are blended, thus producing a depth of tone and richness not possible to secure through the use of opaque materials. This rich wall coating is not glossy and can be cleaned with soap and water without injury.

The various effects produced with Flat-tone System can be very easily obtained over a smooth or rough plastered wall or one coated with decorators' canvas, burlap, muslin or plaster board. The operation is extremely simple, a suitable foundation being worked up with S-W Flat-tone which when thoroughly dry is followed by one coat of S-W Flat-tone Glazing Liquid previously tinted to the desired hue with S-W Flat-tone Glaze Colors.

We will send a Flat-tone System Color card with full directions for applying this finish on request.

Flat-tone Glaze and Stencil Colors

S-W Flat-tone Glaze and Stencil Colors are extremely transparent, very rich in color and finely ground. For this reason they are especially suitable for stenciling on fabrics of all kinds. They are of the exact consistency for this purpose and by the addition of 1-10 part of S-W Stencil Medium become "fast" in the fabric and are capable of withstanding soap and water washing. Most artistic and durable effects can be obtained on delicate materials without stiffening the fabric. The line includes many standard shades regularly found in artists' tube colors.

S-W Glazing Liquid is a carefully prepared reducing agent for Glaze Colors. By its use the decorator can produce with one coat the finest Glaze effects both on walls and high relief parts and need not resort to the use of wax, corn starch or other objectionable materials. The surface produced is soft, velvety and flat. It is durable and will withstand soap and water.

We have a complete line of ready cut stencils and transfer patterns. Catalog on request.

Sherwin-Williams Varnishes

We are most favorably situated to make good varnish because we manufacture our own linseed oil, buy turpentine direct from the producers, make the necessary driers for each kind of varnish and have the most modern appliances. Among our large line of varnish specialties we especially recommend the following:

S-W Durable Wood Finish, Interior—A durable high class varnish for interior finishing.

S-W Kopal—A good old-fashioned varnish for both inside and outside work.

S-W Excello—A varnish for interior use. It is pale and brilliant and better than hard oils.

S-W Mar-not—A floor varnish that will withstand extreme wear and tear.

Decorative Department

The Sherwin-Williams Decorative Department consists of a staff of designers and artists who are well qualified by training and experience to solve any problem which may confront them. We constantly receive from decorators and architects requests for our service in connection with their building and decorating problems for exterior and interior. Frequently, too, we have requests for this service from house owners. This service is offered free of charge to any one requesting it, and those who accept it are not in any way obligated to use Sherwin-Williams products.

In order to take advantage of this free service it is only necessary to send us such information as will guide our decorators in their choice of color schemes. A rough pencil sketch, or better still, blue prints, showing ground plans, should accompany this information if possible. We provide an information blank which will be sent on request. When the information and blue prints are received, our decorators prepare special sketches in every case, making them conform as nearly as possible to the conditions surrounding each operation. To enable the party to whom these suggestions are supplied to see just how this work will look when finished, elevation sketches are made up in the actual goods in each case and are sent along with the suggestions. Samples of tapestries, fabrics, etc., which will harmonize best with the color suggestions given are also included. In other words, this service of the Sherwin-Williams Decorative Department is final in all its branches and has proved to be eminently satisfactory to many architects, decorators and house-owners who demand the very highest class of work.

This service is supplied not only for decorating all of the rooms in a house but for a single room as well. All that is necessary is to furnish the information recommended above to the Decorative Department of the Sherwin-Williams Co., 601 Canal Rd. N. W., Cleveland, O.

SHERWIN-WILLIAMS PRODUCTS

FOR finishing floors, woodwork, walls, ceilings, furniture, etc. No matter what you want to paint or varnish, some one of the Sherwin-Williams Paints or Varnishes is made for that purpose and will prove the best you can use.

- FOR INTERIOR WALLS, ETC.**
 S-W FLAT-TONE. For flat effects.
 S-W FLAT-TONE SYSTEM. For artistic mottled effects.
 S-W ENAMELASTIC S-W ENAMEL. For enamel finish.
 S-W ENAMELOID. For a high class finish.
 S-W DISTEMPER OR FRESCO COLORS.
- FOR INTERIOR WOODWORK.**
 S-W HANDCRAFT STAINS. Complete line of artistic finishes.
 S-W HANDCRAFT SYSTEM. Artistic means of interior finishing.
 S-W WOODCRAFT STAINS. For medium-priced work.
 S-W FLAT TONE. For flat effects.
 S-W VELVET FINISH. For an oil-rubbed effect.
 S-W MISSION LAC. For mission effects.
 S-W VARNISHES. A varnish for all requirements.
 S-W FURNITURE WAX. For a waxed finish.
 S-W GOLDEN OAK STAIN. For oak in color.
 S-W OIL STAIN. For new work at an economical cost.
 S-W BRIGHTEN UP STAIN. For staining and varnishings.
- FOR FLOORS.**
 S-W PORCH AND DECK PAINT. For porch floors, etc.
 S-W INSIDE FLOOR PAINT. For painted finish.
 S-W FLOOR LAC. Stain and varnish combined.
 S-W BRIGHTEN UP STAIN. For floors and varnished linoleum.
 S-W MAR NOT. The durable floor varnish.
 S-W DURABLE HOUSEHOLD VARNISH. For general use.
 S-W FLOOR WAX. For producing a wax finish.
 S-W DANCING FLOOR WAX. For ballroom floors.
 S-W CRACK AND SEAM FILLER. For unsightly cracks.
- FOR FILLING AND FIRST COATING.**
 S-W MARVEL-LAC. A varnish first coat.
 S-W SHELLAC CO. "Better than Shellac." First coat.
 S-W LIQUID FILLER. First coat for close-grained wood.
 S-W PASTE FILLER. For open-grained hardwoods.
- FOR RADIATORS, PIPING, ETC.**
 S-W ALUMINUM. Bright as silver.
 S-W LIQUID GOLD. Prepared ready for use.
- FOR SHINGLES AND EXTERIORS.**
 S-W PRESERVATIVE SHINGLE STAINS, 23 colors.
- FOR PAINT AND VARNISH REMOVER.**
 S-W TAXITE. Harmless, reliable and economical.
- FOR IRON AND GRILL WORK.**
 S-W FLAT BLACK. For imitation wrought iron finish.
- FOR TINTING PURPOSES.**
 S-W FIRST QUALITY OIL COLORS. Finely ground.
 S-W DRY COLORS. Fine toned and strong.
- FOR BUILDINGS, OUTSIDE AND INSIDE, AND ROOFS.**
 SHERWIN WILLIAMS PAINT (Prepared).
 For the prime coat—USE S-W LIQUID PRIMER.
- MISCELLANEOUS.**
 WHITE ZINC IN OIL.
 FRENCH ZINC IN VARNISH.
 OCHRE AND VENETIAN RED.
 GRAYING COLORS (Paints and Distemper).
 S-W FLAXSEED. A pure linseed oil soap.
 S-W POLISH OIL. Removes the original finish.
 S-W METALASTIC. For all metal surfaces.



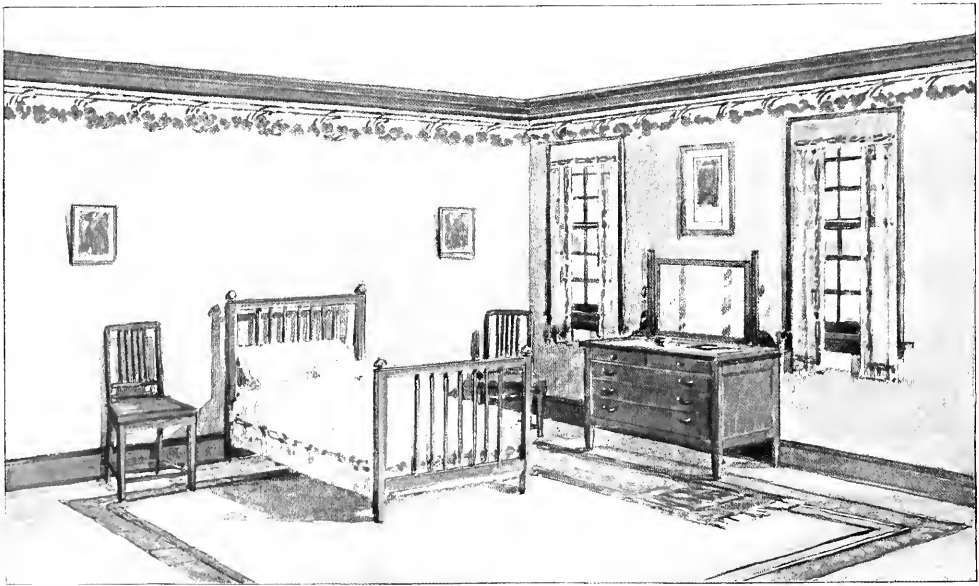
THE SHERWIN-WILLIAMS CO.
 LARGEST PAINT AND VARNISH
 MAKERS IN THE WORLD.

NEW YORK, PHOENIX, CHICAGO, NEWARK, MONTREAL, LONDON, ETC.
 SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES.

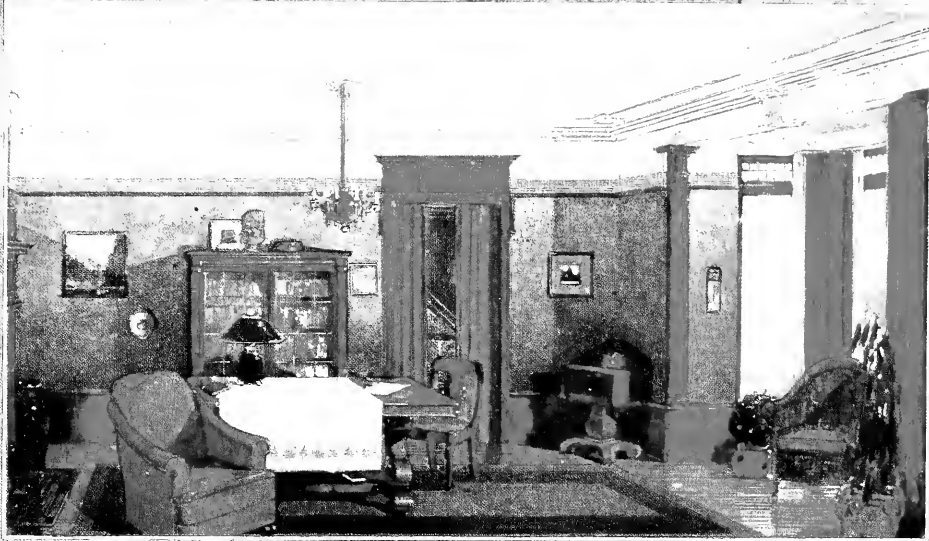




THE LIVING ROOM



THE SERVANT'S ROOM



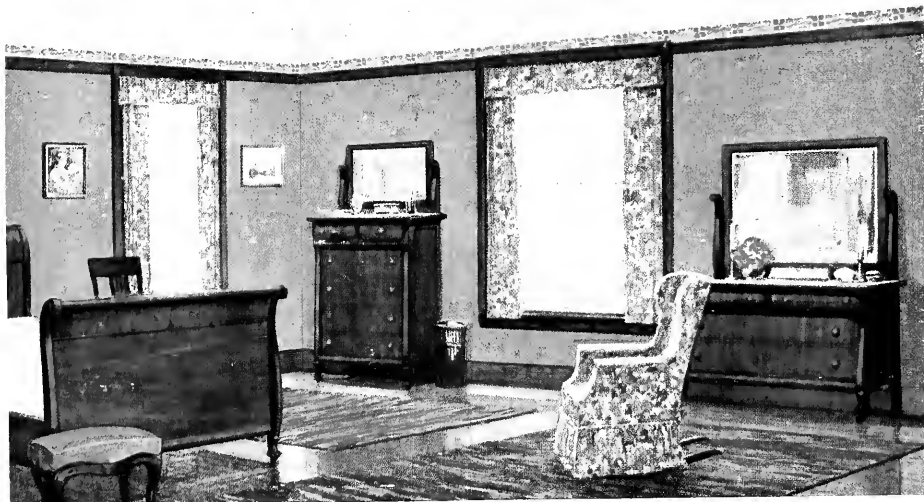
Specification—*Ceiling and Cove*, S-W Flat-tone, Cream. *Wall*, S-W Flat-tone System Effect, No. 14. *Stencil*, No. 205y.
Woodwork, S-W Handcraft Stain, Mahogany. *Floor*, Natural; S-W Mar-not.



Specification—*Ceiling*, S-W Flat-tone, Ivory. *Upper Wall*, S-W Flat-tone System Effect, No. 3. *Lower Wall*, S-W Flat-tone System Effect, No. 13. *Stencil Border*, Stencil No. 124. *Woodwork*, Oak; S-W Handcraft Stain, Cathedral Oak.
Floor, Oak; S-W Antique Oak Paste Filler and S-W Mar-not.



Specification—*Ceiling and Cove*, S-W Flat-tone, Ivory. *Wall*, S-W Flat-tone, Cream. *Stencil*, No. 96. *Woodwork*—S-W Enamel, White. *Floor*, Natural, S-W Mar-not.



Specification—*Ceiling and Cove*, S-W Flat-tone, Cream. *Wall*, S-W Flat-tone, Bright Sage. *Stencil*, No. 113. *Woodwork*—S-W Handcraft Stain, Fumed Oak. *Floor*, Natural, S-W Mar-not.



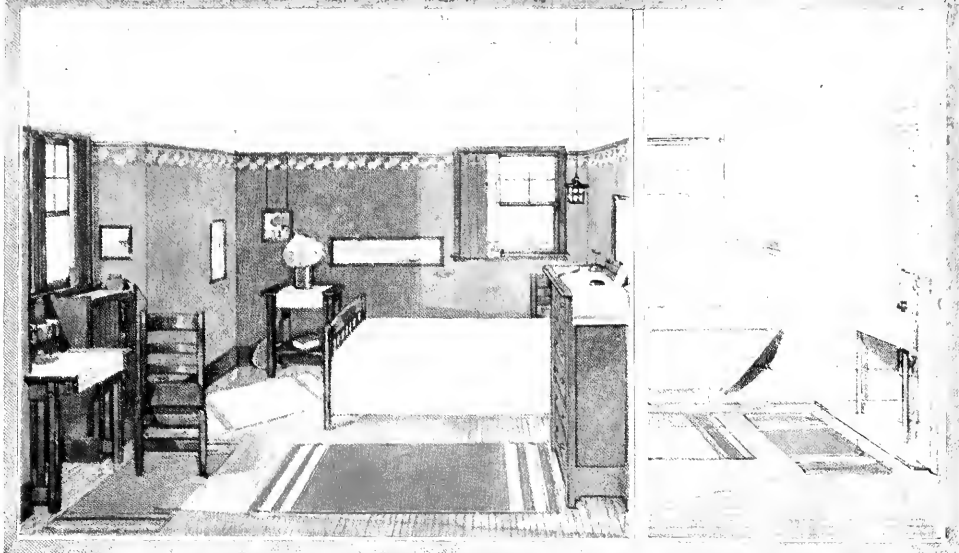
Above are two miniature color elevations showing the practical manner in which our Decorative Department sends out suggestions free to property owners on the interior decoration of their homes, stores, etc. These elevations are accompanied with exact specifications for securing the effects shown. Agents and dealers who are aggressive and work in close touch with us on this plan will find themselves securing some of the most profitable business in their communities, much of it being of a character that they could never hope to secure without this help.



Specification—*Ceiling*, S-W Flat-tone, Cream. *Wall*, S-W Flat-tone, Terra Cotta. *Stencil*, No. 97. *Woodwork*, S-W Varnish Stain, Dark Oak. *Floor*, S-W Floorlac, Light Oak.



Specification—*Ceiling*, S-W Flat-tone, Buff. *Upper Wall*, S-W Flat-tone, Buff. *Lower Wall*, S-W Flat-tone, Rich Maroon. *Woodwork*, S-W Golden Oak Stain. *Floor*, Natural, S-W Mar-not.



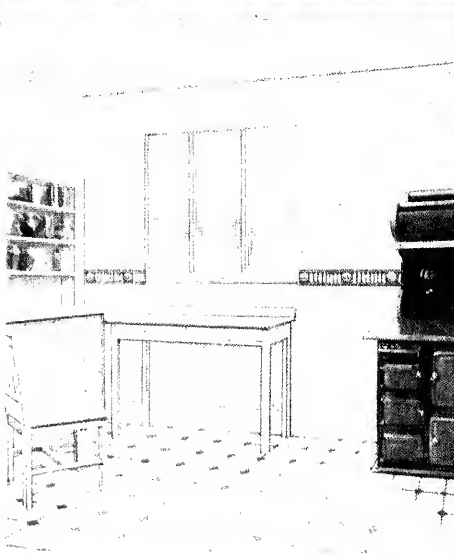
Specification—*Ceiling*, S-W Flat-tone, Ivory. *Wall*, S-W Flat-tone, Pale Olive. *Stencil*, No. 19. *Woodwork*, S-W Hand-craft Stain, Tavern Oak. *Floor*, Three Coats S-W Mar-not Varnish.



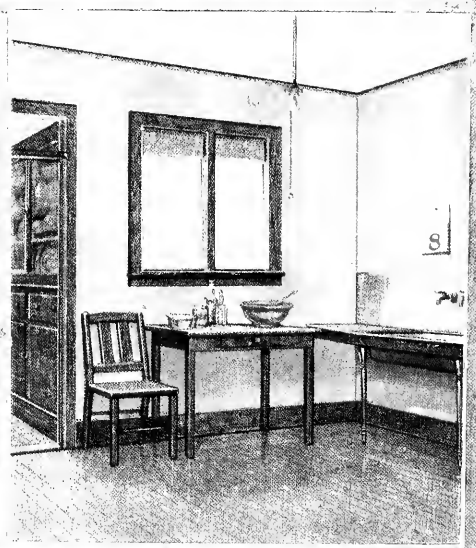
Specification—*Ceiling and Drop*, S-W Flat-tone, White. *Wall*, S-W Flat-tone, French Gray. *Stencil*, No. 18y. *Woodwork*, S-W White Enamel. *Floor*, S-W Inside Floor Paint, Gray.



Specification—*Ceiling*, S-W Flat-tone, Cream. *Wall*, S-W Flat-tone, Old Gold. *Stencil*, No. 10. *Woodwork*, Natural Pine; finished with S-W Excello Varnish. *Floor*, Natural; finished with three coats S-W Mar-not Varnish.



Specification—*Ceiling and Wall*, S-W Flat-tone, Pearl Gray. *Wainscoting*, S-W Enameloid, White. *Stencil*, No. 306. *Woodwork*, S-W Enameloid, White. *Floor*, Linoleum.



Specification—*Ceiling*, S-W Flat-tone, Cream. *Wall*, S-W Flat-tone, Old Gold. *Woodwork*, S-W Handcraft Stain, Silver Gray. *Floor*, S-W Inside Floor Paint, Gray.

Enclosed is a sheet containing reproductions of the current advertisements of Sherwin-Williams Paints and Varnishes and the extension of the Decorative Idea. This shows the advertisements as they will appear in all the big magazines in colors, and also the smaller advertisements both in magazines and farm papers. Our advertising campaigns have been growing stronger and better each year and this year it will be more productive than ever.

